

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT" PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
July 31, '48
"Misri"
"Kotla"
"Sawt el Umma"

Subject:

Points:

Papers using:

ARABIC PRESS

PALESTINE -- general situation; truce violations; Fares el Khoury accuses big nations of "lighting the fire of war" (M,K), problem of Arab refugees; Israel annoyed at not taking part in Olympic Games (M); Palestine Jews reject Bernadotte's demobilization plan for Jerusalem (M); Azzam Pasha arrives in Cairo, says "struggle with Zionism not over" (M)...	80	M,K,S.
BERLIN -- general situation; Allied envoys have not started Moscow talks yet; Britain postpones demobilization; Colombian delegation expected to bring Berlin problem to Security Council (M,K); reaction to Bevin's statement in Arab countries (M,K); Molotov on holiday (S); Bevin and Attlee meet British Chief of Staff...	52	M,K,S.
OLYMPIC GAMES...	43	M,K,S.
LONDON -- conference on former Italian colonies; Egypt presents point of view in written form...	21	M,K,S.
HUNGARY -- President resigns; former Minister to Egypt arrested...	20	M,K,S.
ARAB PROPAGANDA PLAN under consideration; Jamal el Husseini expected in Damascus for discussion...	12	K,S.
BELGRADE -- opening of Danube Conference...	12	M,K.
YUGOSLAVIA appeals to Security Council concerning Trieste question...	7	K,S.
NEW U.S. AMBASSADOR TO EGYPT leaves U. S. on the Queen Mary...	7	M,S.
U.S., IRAN sign credit accord (USIS)...	6	K,S.
BRITAIN, U.S. form joint Economic Council...	6	K.
LONDON -- 16-nation conference ends...	4	K.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, nor reflect the individual point of view of any faction. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
WASHINGTON -- Truman accuses Republicans of blindly disregarding increasing inflation...	4	K.
GERMAN DELEGATE to London Trade Unions' Conference says dismantling of German factories is "criminal folly" ...	2	K.
<u>FRENCH PRESS</u>		
<u>July 31, 1948 papers: "Progres Egyptien," "Journal d'Egypte."</u>		
BERLIN -- general situation; Russians accuse Berlin Municipality of "sabotaging" Russian efforts to feed Berlin (P); U.S. Air Force on the alert (J); London postpones final decision on demobilization; Molotov on holiday (J)...	40	P.J.
PALESTINE -- general situation; truce violations; Arabs study their future relations with Britain and U.S. (P); refugee problem (J); Jews refuse Bernadotte's demilitarization plan for Jerusalem (J); Bernadotte arrives in Rhodes, gets Nokrashi Pasha's protest against the two planes equipped with military materiel, which left Bari for Palestine (P)...	34	P,J.
HUNGARY -- President resigns; former Minister to Egypt arrested...	26	P,J.
OLYMPIC GAMES -- daily report...	22	P,J.
BELGRADE -- opening of Danube Conference...	20	P,J.
FORMER ITALIAN COLONIES -- Ethiopia threatens to resort to arms if Italy is given trusteeship over Eritrea (P); Egypt not to participate at Conference (J)...	15	P,J.
SOUTH AFRICA -- Government gets minority vote in Senate elections...	7	P,J.
LONDON -- German delegate at Trade Union Conference says "dismantling German factories is a "criminal folly"...	6	P.
WASHINGTON -- Truman accuses Republicans of blind disregard for increasing inflation...	6	J.
MALAYA -- Government receives more reinforcements...	5	P.
CHINA -- civil war...	5	P.
INTERNATIONAL RED CROSS CONFERENCE to open August 20, (USIS)...	4	J.
U.S. -- more Communists arrested...	4	J.

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Subject:

Points:

Papers using:

EDITORIALS

ARABIC PRESS

Will the Old Plot be Renewed? (on Sir Ronald Campbell's trip to Britain and Anglo-Egyptian relations) -- "Kotla."
Truce Violation -- "Misri."

--- at 10:00 AM 10/10/66